

#iEmpOWER

# CASH FLOW

Management During A Pandemic

LIVE ON  zoom

26 NOVEMBER 2020  
THURSDAY

10:30 AM - 1:00 PM  
(+GMT8:00)

KUALA LUMPUR  
MALAYSIA



# 01.



## OVERVIEW

Cash flow management is an integral element of every business. Businesses need to generate healthy cash flow to survive. Companies that don't exercise good cash flow management will place their business in imminent danger to sustain especially in the COVID-19 economic crisis. In reality, that is what's happening now – many businesses collapse due to poor cash flow management.

Entrepreneurs who have been hit hard by the ongoing worldwide pandemic are now looking for solutions and ways to strategise their cash flow management. The main objective of this workshop is to create awareness for entrepreneurs who are affected by the pandemic, so that they can immediately shift their attention and focus on cash flow management. This is because it will have far-reaching implications, not only on the financial processes, but also on their business's operation and its continuity.

### This workshop is suitable for:

- Individuals who are affected financially by the pandemic.
- Small or medium size business owners who want to improve their cash flow knowledge, in order to continue operations during this challenging period.
- Individuals who want to learn how to manage cash flow, save as well as invest regularly, and build reserves, which will lead to financial freedom upon retirement.

### The takeaways from the workshop:

- Understand the cash flow quadrant.
- Understand the importance of financial planning in our lives.
- Learn how to do cash flow projection to meet business operation needs.
- Learn to build wealth for long term financial freedom.

# 02.

## PROGRAMME

**26 NOVEMBER 2020**  
10.30AM TO 1.00PM (2.5HOURS)

### SESSIONS

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- 01** Myth about money.
  - 02** Personal financial planning.
  - 03** How to manage debts and save for long term
  - 04** Common mistakes leading to cash flow challenges.
  - 05** How to manage business cash flow during crisis.
  - 06** How to use cashflow projection for business.

# 03.

## TRAINER

### HEW HUI SHAN

CEO and Founder  
Sohow Sdn Bhd  
Malaysia

Hew Hui Shan is the CEO and founder of Sohow Sdn Bhd, a business training and coaching firm, helping hundreds of SMEs to build profitable, sustainable and scalable businesses. She believes that everyone can turn their passion into a profitable business. She is a chartered accountant, a certified financial planner and business coach. In addition to that, she is a member and a trainer of Business Network International (BNI).

With 14 years experience, she has developed a structured and easy to follow Business DNA for Success programme that can help many new startups or existing businesses to have clarity on their business goals and direction, the right business model to achieve their business goals, quantification of their projected investment, profitability and cash flow, as well as how to implement their business step by step to achieve success. Those who attended her programme have gained clarity on what needs to be done for their business, avoid common startup mistakes, and most importantly save cost and time. They have also commented on her sincerity in sharing the methodology to success.



## 04.

## ABOUT WIEF



World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series (WRT).

**WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION**

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📺 WIEF Foundation TV



[www.wief.org](http://www.wief.org)

# 05.

## ABOUT WBN



### Dato' Dr Norraesah Mohamad

Chairman, WBN Initiative

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Senior Manager & Head WBN Initiative

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### Lulu Hanim

Manager, WBN Initiative

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### Social Media Links

📘 WIEF Businesswoman Network Group

🌐 [www.wbn.wief.org](http://www.wbn.wief.org)

WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted nearly 1200 women from 52 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.



## 06.

## ABOUT SoHow SDN BHD



🌐 [www.smeempowerhub.com/startup](http://www.smeempowerhub.com/startup)

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### Founder

👤 **Coach Hui Shan**  
Chartered Accountant turned Business Coach

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“Everyone can TURN PASSION INTO A PROFITABLE BUSINESS”, but if you are asking “So, How to do it?” SOHOW is here to help with their “Business DNA for Success” program.

SOHOW is a training and coaching company, incorporated in 2006, helping hundreds of small and medium sized companies to grow their businesses systematically. Start with a business plan to have clarity of business direction. Design a unique business model, complete with financials. Determine action plans. Build systems and teams. Track progress and make improvements along the way.

Journey of entrepreneurship is not easy but need not be lonely. With passion, personal development, strategic planning, consistent execution, building solid relationship, networking for success and collaborate for growth, this journey shall be exciting, fun and fulfilling.

TOGETHER we can achieve more.

